

# Snow Committee



## Chair

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### **Carol Chaplin**

Executive Director  
Lake Tahoe Visitors Authority

## Vice-Chair

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### **Christine Horvath**

Director of Marketing  
Squaw Valley

## Committee Members

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### **Kelly Campbell**

Director of Marketing, Heavenly &  
Kirkwood Mountain Resorts  
Vail Resorts Management Company

### **Eddie Kirsch**

Director of Marketing  
Big Bear Visitors Bureau

### **Sarah Sherman**

Director of Public Relations  
Sierra-at-Tahoe

### **Colleen Dalton**

Brand Communications Director  
Truckee Tourism Business  
Improvement District

### **Tom Feiten**

Vice President of Marketing and  
Business Development  
Squaw Valley

### **John McColly**

Chief Marketing Officer  
Mountain High Resort

### **Joani Lynch**

Vice President of Marketing and Sales  
Mammoth Mountain Ski Area, LLC

### **Tim Cohee**

Managing Partner, CEO & General Manager  
China Peak Mountain Resort, LLC

### **Matt Peterson**

VP Marketing & Brand Management  
Boreal Ridge Corp

### **Katie Hunter**

Director of Marketing  
Sierra-at-Tahoe

### **Daphne Lange**

Tourism Director  
North Lake Tahoe Chamber/CVB/Resort  
Association

### **Michael Reitzell**

President & CEO  
California Ski Industry Association

### **Erik Forsell**

Chief Marketing Officer  
Alterra Mountain Company

### **Darien Schaefer**

Chief Executive Officer  
Big Bear

### **John Urdi**

Executive Director  
Mammoth Lakes Tourism